



(Above) The BTSC 2017 Modern Dancing champion with the judges, event organiser and brand representatives. (Top left) The Astari dance group performing their winning routine 'Kuda Kepang'. (Left) Groove and Move dance group entertaining the audience with their energetic routine.

Talent show for teens returns

More than RM50,000 worth of prizes for outstanding performing arts students

YOUTH empowerment initiative Berjaya Youth by Berjaya Corporation Bhd has launched the Berjaya TeenStar Challenge (BTSC) 2018.

The talent competition, which is running for the third consecutive year, aims to provide a platform for young performers to hone their talents, self-expression and collaborative skills.

"Having seen tremendous response and interest from the previous competitions, we are pleased to present the third edition of the Berjaya TeenStar Challenge.

"We have seen many talented and passionate youths who took the opportunity to express their creativity and showcase their skills through the competition.

"We are eager to see what the teenagers have for us this year," said Berjaya Corporation Bhd group corporate communications senior general manager Judy Tan.

The competition is open to all Year 7 to Year 12 students nationwide and comprises three competition categories, namely solo singing, cultural dancing and modern dancing.

The key partners of BTSC 2018 include Starbucks, Kenny Rogers Roasters, Cosway, Berjaya University College, Wendy's and Borders.

More than RM50,000 worth of prizes are to be won.

BTSC 2018 is starting its roadshows this month, targeting 130 schools in the Klang Valley,

Selangor, Putrajaya, Negri Sembilan and Melaka with zone auditions taking place in the respective states.

Students residing outside these zones are encouraged to take part by submitting their audition videos to the organiser.

Details on participation are available via www.berjayayouth.com

Selected participants from the zone auditions will move on to the preliminaries round whereby participants will be chosen by four competing teams led by four key brands – Team Starbucks, Team KRR, Team Cosway and Team UCB – with the help of a panel of judges comprising local performing artistes who are experts in their own fields.

The chosen participants of each brand partner will compete for the top spots at the grand final, slated for August 2018.

Berjaya Youth will also be organising technical workshops and training sessions led by the judges, before the preliminaries and final, to coach participants on technical skills and prepare them for the competition.

Last year, the BTSC garnered the interest of more than 3,500 young hopefuls through auditions and roadshows where 700 participants made it through to the preliminaries.

Subsequently, 162 finalists battled it out for the top three placements in the different competition categories.